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PTO/SB/05 (12/97)

Approved for use through 09/30/00. OMB 0651-0032

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**UTILITY PATENT APPLICATION TRANSMITTAL**

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. 004701.P002 Total Pages 2First Named Inventor or Application Identifier Jerome Chen, et al.Express Mail Label No. EL627467739US

**ADDRESS TO:** Assistant Commissioner for Patents  
Box Patent Application  
Washington, D. C. 20231

**APPLICATION ELEMENTS**

See MPEP chapter 600 concerning utility patent application contents.

1. X Fee Transmittal Form  
(Submit an original, and a duplicate for fee processing)
2. X Specification (Total Pages 23)  
(preferred arrangement set forth below)
  - Descriptive Title of the Invention
  - Cross References to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to Microfiche Appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claims
  - Abstract of the Disclosure
3. X Drawings(s) (35 USC 113) (Total Sheets 6)
4. X Oath or Declaration (Total Pages 5) (Unexecuted)
  - a.      Newly Executed (Original or Copy)
  - b.      Copy from a Prior Application (37 CFR 1.63(d))  
(for Continuation/Divisional with Box 17 completed) (**Note Box 5 below**)
  - i.      DELETIONS OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
5.      Incorporation By Reference (useable if Box 4b is checked)  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
6.      Microfiche Computer Program (Appendix)

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## ACCOMPANYING APPLICATION PARTS

- Approved for use through 09/30/00. OMB 0651-0032  
Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

**FEE TRANSMITTAL FOR FY 2001****TOTAL AMOUNT OF PAYMENT (\$)** \$890.00**Complete if Known:****Application No.** Not Assigned**Filing Date** Herewith**First Named Inventor** Jerome Chen, et al.**Group Art Unit** Not Assigned**Examiner Name** Not Assigned**Attorney Docket No.** 004701.P002**METHOD OF PAYMENT (check one)**

1. ☒ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

**Deposit Account Number** 02-2666**Deposit Account Name** \_\_\_\_\_

- ☒ Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17

2. ☒ Payment Enclosed:

☒ Check☐ Money Order☐ Other**FEE CALCULATION****1. BASIC FILING FEE**

<u>Large Entity</u>		<u>Small Entity</u>		<u>Fee Description</u>	<u>Fee Paid</u>
<u>Fee</u>	<u>Fee</u>	<u>Fee</u>	<u>Fee</u>		
<u>Code</u>	<u>(\$)</u>	<u>Code</u>	<u>(\$)</u>		
101	710	201	355	Utility application filing fee	<u>710.00</u>
106	320	206	160	Design application filing fee	_____
107	490	207	245	Plant filing fee	_____
108	710	208	355	Reissue filing fee	_____
114	150	214	75	Provisional application filing fee	_____

**SUBTOTAL (1)** \$ 710.00**2. EXTRA CLAIM FEES**

		<u>Extra Claims</u>	<u>Fee from below</u>	<u>Fee Paid</u>
<b>Total Claims</b>	<u>30</u>	<b>- 20** =</b> <u>10</u>	<b>X \$18.00 =</b> <u>\$180.00</u>	
<b>Independent Claims</b>	<u>3</u>	<b>- 3** =</b> <u>0</u>	<b>X \$80.00 =</b> <u>0</u>	
<b>Multiple Dependent</b>			<b>=</b> _____	

**\*\*Or number previously paid, if greater; For Reissues, see below.**

<u>Large Entity</u>		<u>Small Entity</u>		<u>Fee Description</u>
<u>Fee</u>	<u>Fee</u>	<u>Fee</u>	<u>Fee</u>	
<u>Code</u>	<u>(\$)</u>	<u>Code</u>	<u>(\$)</u>	
103	18	203	9	Claims in excess of 20
102	80	202	40	Independent claims in excess of 3
104	270	204	135	Multiple dependent claim, if not paid
109	80	209	40	**Reissue independent claims over original patent
110	18	210	9	**Reissue claims in excess of 20 and over original patent

**SUBTOTAL (2)** \$ 180.00

# FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

<u>Large Entity</u>		<u>Small Entity</u>		<u>Fee Description</u>	<u>Fee Paid</u>
<u>Fee Code</u>	<u>Fee (\$)</u>	<u>Fee Code</u>	<u>Fee (\$)</u>		
105	130	205	65	Surcharge - late filing fee or oath	_____
127	50	227	25	Surcharge - late provisional filing fee or cover sheet	_____
139	130	139	130	Non-English specification	_____
147	2,520	147	2,520	For filing a request for reexamination	_____
112	920*	112	920*	Requesting publication of SIR prior to Examiner action	_____
113	1,840*	113	1,840*	Requesting publication of SIR after Examiner action	_____
115	110	215	55	Extension for response within first month	_____
116	390	216	195	Extension for response within second month	_____
117	890	217	445	Extension for response within third month	_____
118	1,390	218	695	Extension for response within fourth month	_____
128	1,890	228	945	Extension for response within fifth month	_____
119	310	219	155	Notice of Appeal	_____
120	310	220	155	Filing a brief in support of an appeal	_____
121	270	221	135	Request for oral hearing	_____
138	1,510	138	1,510	Petition to institute a public use proceeding	_____
140	110	240	55	Petition to revive unavoidably abandoned application	_____
141	1,240	241	620	Petition to revive unintentionally abandoned application	_____
142	1,240	242	620	Utility issue fee (or reissue)	_____
143	440	243	220	Design issue fee	_____
144	600	244	300	Plant issue fee	_____
122	130	122	130	Petitions to the Commissioner	_____
123	50	123	50	Petitions related to provisional applications	_____
126	240	126	240	Submission of Information Disclosure Stmt	_____
581	40	581	40	Recording each patent assignment per property (times number of properties)	_____
146	710	246	355	For filing a submission after final rejection (see 37 CFR 1.129(a))	_____
149	710	249	355	For each additional invention to be examined (see 37 CFR 1.129(b))	_____
179	710	279	355	Request for Continued Examination (RCE)	_____
169	900	169	900	Request for expedited examination of a design application	_____
Other fee (specify) _____					_____
Other fee (specify) _____					_____

SUBTOTAL (3) \$ 0

\*Reduced by Basic Filing Fee Paid

## SUBMITTED BY:

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Signature: Sanjeet Dutta

Date: 10/27/00

Reg. Number: 46,145

Telephone Number: \_\_\_\_\_

004701.P002

*Patent*

UNITED STATES PATENT APPLICATION

for

A SYSTEM AND METHOD FOR  
REPLICATING WEB-SITES

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I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231.

Geneva Walls

(Type or print name of person mailing paper or fee)

(Signature of person mailing paper or fee)

# A SYSTEM AND METHOD FOR REPLICATING WEB-SITES

## BACKGROUND OF THE INVENTION

### 5    Field of the Invention

This invention relates generally to the field of network transaction services. More particularly, the invention relates to an improved system and method for replicating web-sites on a network.

### Description of the Related Art

10        Through computer networks such as the Internet, businesses and individuals are able to create Web Sites that serve as an audio/visual medium to deliver information to users browsing the Web Site. Websites may be built and customized to the individual needs of the creator.

Web sites can be intricate and require thousands of men hours to develop.  
15    Businesses and individuals incur great costs in this process and dedicate a great number of people towards the Website's development and maintenance.

Often large companies have subsidiaries, or offices that desire their own Web sites that maintain a similar appearance to the parent or master Web site. However, the subsidiaries may need to exhibit different behaviors.  
20    Independently creating each of these sites often means expensive development costs for the parent or master company. Furthermore, creating sites independently is complicated if a subsidiary site is in a foreign language or involves different user options.

The web pages may contain text, graphics, images, sound, video, etc. and are generally written in a standard page or hypertext document description language known as the Hypertext Markup Language (HTML). The HTML format allows a web page developer to specify the location and presentation of the graphic, textual, sound, etc. on the screen displayed to the user accessing the web page. In addition, the HTML format allows a web page to contain links, such as the hypertext links described above, to other web pages or servers on the Internet. Simply by selecting a link, a user can be transferred to the new web page, which may be located very different geographically or topologically from the original web page.

## SUMMARY OF THE INVENTION

A computer-implemented method is disclosed for replicating Websites in a digital network. The method comprises converting a website into a Super Site, wherein the Super Site may be replicated. One or more Sub Sites is generated  
5 from the Super Site. The behaviors of the Sub Sites are configured to match desired population segment characteristics.

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## BRIEF DESCRIPTION OF THE DRAWINGS

A better understanding of the present invention can be obtained from the following detailed description in conjunction with the following drawings, in which:

5           **Figure 1** illustrates an exemplary network architecture used to implement elements of the invention.

**Figure 2** illustrates an exemplary computer architecture used to implement elements of the invention.

10           **Figure 3** shows a database, profile, and file structure for the present system.

**Figure 4** is a flow diagram of a session-based usage scenario.

**Figure 5** is a flow diagram of a user-based usage scenario.

**Figure 6** is a flow diagram of a Sub Site crossover usage scenario.

## DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

A computer-implemented method is disclosed for replicating Websites in a digital network. The method comprises converting a website into a Super Site, wherein the Super Site may be replicated. One or more Sub Sites is generated from the Super Site. The behaviors of the Sub Sites are configured to match desired population segment characteristics.

Embodiments of the present invention include various steps, which will be described below. The steps may be embodied in machine-executable instructions. The instructions can be used to cause a general-purpose or special-purpose processor to perform certain steps. Alternatively, these steps may be performed by specific hardware components that contain hardwired logic for performing the steps, or by any combination of programmed computer components and custom hardware components.

Elements of the present invention may also be provided as a machine-readable medium for storing the machine-executable instructions. The machine-readable medium may include, but is not limited to, floppy diskettes, optical disks, CD-ROMs, and magneto-optical disks, ROMs, RAMs, EPROMs, EEPROMs, magnet or optical cards, propagation media or other type of media/machine-readable medium suitable for storing electronic instructions.

For example, the present invention may be downloaded as a computer program which may be transferred from a remote computer (e.g., a server) to a requesting

computer (e.g., a client) by way of data signals embodied in a carrier wave or other propagation medium via a communication link (e.g., a modem or network connection).

## AN EXEMPLARY NETWORK ARCHITECTURE

5 Elements of the present invention may be included within a client-server based system 100 such as that illustrated in **Figure 1**. According to the embodiment depicted in **Figure 1**, one or more electronic commerce servers 110 communicate to a plurality of clients 130-135. The clients 130-135 may transmit and receive data from electronic commerce servers 110 over a variety of  
10 communication media including (but not limited to) a local area network 140 and/or a larger network 125 (e.g., the Internet). Alternative communication channels such as wireless communication via satellite broadcast (not shown) are also contemplated within the scope of the present invention.

Electronic commerce servers 110 may include a database for storing  
15 various types of data. This may include, for example, specific client data (e.g., client account information and client preferences) and/or more general data. The database on electronic commerce servers 110 in one embodiment runs an instance of a Relational Database Management System (RDBMS), such as Microsoft™ SQL-Server, Oracle™ or the like. This database may also be located  
20 externally, such as shown in Figure 1, as database 111. Electronic Commerce

Servers 110 may also host Websites, such as Super Site 112, and Sub Sites 113-115.

A user/client may interact with and receive feedback from electronic commerce servers 110 using various different communication devices and/or protocols. According to one embodiment, a user connects to electronic commerce servers 110 via client software. The client software may include a browser application such as Netscape Navigator™ or Microsoft Internet Explorer™ on the user's personal computer, which communicates to electronic commerce servers 110 via the Hypertext Transfer Protocol (hereinafter "HTTP"). In other embodiments included within the scope of the invention, clients may communicate with electronic commerce servers 110 via cellular phones and pagers (e.g., in which the necessary transaction software is electronic in a microchip), handheld computing devices, and/or touch-tone telephones.

Electronic commerce servers 110 may also communicate over a larger network (e.g., network 125) to other servers 150-152. This may include, for example, servers maintained by businesses to host their Web sites - e.g., content servers such as "snowboarding.com."

### **AN EXEMPLARY COMPUTER ARCHITECTURE**

Having briefly described an exemplary network architecture which employs various elements of the present invention, a computer system 200

representing exemplary clients 130-135 and/or servers (e.g., electronic commerce servers 110), in which elements of the present invention may be implemented will now be described with reference to **Figure 2**.

One embodiment of computer system 200 comprises a system bus 220 for communicating information, and a processor 210 coupled to bus 220 for processing information. Computer system 200 further comprises a random access memory (RAM) or other dynamic storage device 225 (referred to herein as main memory), coupled to bus 220 for storing information and instructions to be executed by processor 210. Main memory 225 also may be used for storing temporary variables or other intermediate information during execution of instructions by processor 210. Computer system 200 also may include a read only memory (ROM) and/or other static storage device 226 coupled to bus 220 for storing static information and instructions used by processor 210.

A data storage device 227 such as a magnetic disk or optical disc and its corresponding drive may also be coupled to computer system 200 for storing information and instructions. Computer system 200 can also be coupled to a second I/O bus 250 via an I/O interface 230. A plurality of I/O devices may be coupled to I/O bus 250, including a display device 243, an input device (e.g., an alphanumeric input device 242 and/or a cursor control device 241). For example, video news clips and related information may be presented to the user on the display device 243.

The communication device 240 is for accessing other computers (servers or clients) via a network 125, 140. The communication device 240 may comprise a modem, a network interface card, or other well-known interface device, such as those used for coupling to Ethernet, token ring, or other types of networks.

5                    EMBODIMENTS OF THE A SYSTEM AND METHOD FOR  
                         REPLICATING WEB-SITES

004701.P002 10            **Figure 3** shows a database, profile, and file structure for the present system. There are three different types of data stored in system 300. Database 310 is a data store, that may be an Oracle™ database in one embodiment. The information is keyed by its site name, for example Super Site 311, or Sub Site 1 312 stored under each key may be additional information, such as travel policies for each site, market-based preferences, reference points, and instant ticketing commissions. Database 111 may be one such database.

15            Profile data 350 for Sub Sites may be organized under Super Site's profile area 351. As **Figure 3** shows, Sub Sites' profile areas 352-355 are both physically and logically organized under Super Site's profile area 351. In other embodiments, profile data 350 may be stored directly in a site's profile area, such as Super Site's profile area 351, or Sub Site's profile area 352. Profile data may be 20 data such as configuration data, display configuration data, car vendor data, contract data, and data pointers that link to additional data.

Shared data 390 includes multiple shared files, for example File 1 391, and File 2 392. File 1 391 is a specific storage area that is referenced by handles pointing to the specific storage area. The handles are stored in profile data 350. The shared file area 390 may include data, such as, airline contracts, a database of preferred hotels, or a database of users.

The present method and system allows a Super Site to be created that is top level site. An existing web site on the World Wide Web may become a Super Site. Once a Web Site has been converted into a Super Site, it will have additional functionality to create subordinate sites. The subordinate site, is similar to the Super Site it was created from, but also includes customized layouts and designs. In addition to the ability to create a Sub Site from a Super Site, the present method and system allow a Sub Site to be created from a template site.

A template site may not be an active or live site, but instead, a web site whose sole function is to create Sub Sites. When a Sub Site is created, it is cloned from a specified template or Super Site. Configuration data is copied from the template site into the Sub Sites storage areas. The Sub Site may be customized, although changes to the Sub Site will not be reflected in the template or Super Site. However, the present method and system includes the ability to automatically update all Sub Sites when a Super Site or template are modified.

The system 100 may also be administered to configurable to allow changes from one Sub Site to be reflected on another Sub Site.

Each Sub Site may exhibit different operational behaviors. For example, operational behaviors may include configurations that maintain legality with a particular country. For instance, international airlines sell their tickets all over the world. If the user is buying a ticket in the airline's native country, the site may be able to support same day sales, however, sales made far away may require a 72-hour advance purchase. The operational behaviors may be created for various segments of an end-user population within a single site. Another example of a customizable behavior includes providing the text of a web site in a foreign language. The present method and system maintains a single Universal Record Locator (URL) for all Sub Sites of a Super Site, but each Sub Site has its own distinct storage areas. To an end-user, the Super Site will appear to be a Sub Site.

There are three main usage scenarios: session based, user-based, and Sub Site crossover. In the session-based scenario, the user chooses which Sub Site is accessed. In the user-based scenario, the user is locked into the Sub Site on which the user is registered. In the third scenario, the Sub Site cross over, is a mix of the session-based and user-based scenarios.



**Figure 4** is a flow diagram of a session-based usage scenario. At start block 410, the user logs onto the Super Site 112. In one embodiment, successfully logging on to Super Site 112 requires the user to enter a valid user identifier and password. Next, in processing block 420, the user selects which Sub Site 113-115 to access. **Figure 4**, shows by example only, that the user selects Sub Site 2. System 100 directs the user to Sub Site 2 114 at processing block 430. There user continues with a Sub Site 2 114 session.

**Figure 5** is a flow diagram of a user-based usage scenario. At start block 500, the user logs onto the sub or Super Site, which the user is registered on. For example, the user will enter a user identifier and password. With a successful log on, system 100 can verify which Sub Site the user is a registered user on. By example, **Figure 5** shows at processing block 510, that he user is forced into Sub Site 2 114. Once there, the user continues with a Sub Site 2 114 session.

**Figure 6** is a flow diagram of a Sub Site crossover usage scenario. At start block 610, the user logs onto the Sub Site or Super Site, which the user is registered on. For example, the user will enter a user identifier and password. With a successful log on, system 100 can verify which if any Sub Site the user is a registered user on. The user is then presented a list of accessible Sub Sites to which the user can cross over to, for the remainder of the session at processing block 620. By example, **Figure 6** shows at processing block 620, that the user selects Sub Site 1 and the user is directed to Sub Site 1 113 from Sub Site 2 114.

At processing block 630, the user continues the Sub Site 1 113 session. In the Sub Site cross over scenarios, Sub Sites 113 and 114 were enabled to be session-based on Super Site 112. Administrators for the Sub Sites 113-115 specify the other Sub Sites 113-115 users are “allowed” to cross over from into their Sub Site.

5 Other behaviors that may be configured for an individual Sub Site may include: availability of a low fare ticket search; desired content of stored records; selection of certain user databases; desired security levels; availability of a quick search; and links to other data tables. These data tables may include: travel policies available for users of the Sub Site; market preference configurations; what  
10 air contracts and discounts are available; what preferred hotel properties are available, and what preferred car rental vendors are available.

A Super Site administrator may “trickle” changes down to any given set of Sub Sites. A Super Site is selected to be the “copy from” site and one or more Sub Sites are selected by the system administrator as targets. When the change is  
15 submitted, the values from the origination site are copied to the target sites. Functionalities that may be copied, include for example, are travel policies, Passenger name record editor fields, and air/car/hotel market-based preferences.

Administrators of a Super Site are also allowed additional functionalities.  
20 For example, a Super Site administrator may create a Sub Site and either

immediately activate or delay the activation of the site. The Super Site administrator may also configure the electronic mail address to which messages are sent when a site is created, activated, or deactivated. For security reasons, a user wishing to create a Sub Site must enter a creation key. The Super Site administrator has links to all Sub Sites within the Super Site.

In addition, administrators are able to modify setting of Sub Sites. As described above, changes made to the Super Site may be automatically reflected in the Sub Site. System 100 copies the specified settings from the Super Site and over writes the settings of the Sub Site. During this procedure in the case of airline reservation systems, passenger name record (PNR) format strings and fields are overwritten. PNR exclude fields are over written, as well as travel policies, and market based preferences. Data table from database 111 are copied.

A Sub Site administrator also may perform different functionalities. The Sub Site administrator may activate or deactivate a Sub Site. Also controlled is the electronic mail address of the Super Site and Sub Site administrators. Furthermore, a Sub Site administrator may control whether or not the Sub Site may be used as a template site as described above.

Throughout the foregoing description, for the purposes of explanation, numerous specific details were set forth in order to provide a thorough understanding of the invention. It will be apparent, however, to one skilled in

the art that the invention may be practiced without some of these specific details.

Accordingly, the scope and spirit of the invention should be judged in terms of the claims which follow.

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## CLAIMS

What is claimed is:

1. A method for use in a digital communications network, comprising:
  - converting a website into a Super Site, wherein the Super Site may be replicated;
  - generating one or more Sub Sites from the Super Site; and
  - configuring behaviors of the Sub Sites to match desired population segment characteristics.
2. The method of claim 1, wherein the Super Site is a template site used for replicating Sub Sites.
3. The method of claim 1, wherein segment characteristics include custom ticket delivery options, regulating queues, editing passenger name records, security settings for the Sub Site, travel policies, geographic policy administration, reason codes, system behavior for travel policy, authorization of individuals, air configurations, air contracts, car availability, car contracts, hotel display configuration, preferred hotel properties, hotel reference points, and market preferences.

- 1 4. The method of claim 1, wherein generating Sub Sites further comprises  
2 copying data records from a database for the Super Site into the Sub Site.
- 1 5. The method of claim 1, further comprising reflecting automatically changes  
2 made to the Super Site in the Sub Sites.
- 1 6. The method of claim 1, further comprising reflecting automatically changes  
2 made to one Sub Site on one or more Sub Sites.
- 1 7. The method of claim 1, further comprising sending automatically an  
2 electronic mail notification to one or more administrators that a Super Site or  
3 Sub Site has been changed.
- 1 8. The method of claim 1, further comprising directing a user straight to a Sub  
2 Site on which the user is a registered user.
- 1 9. The method of claim 1, further comprising allowing a user to transfer from a  
2 first Sub Site to a second Sub Site.
- 1 10. The method of claim 1, further comprising allowing a user to transfer from  
2 the Super Site to a Sub Site.

- 1 11. The method of claim 1, wherein the Sub Sites are accessed from a universal  
2 record locator that is common to the Sub Sites.
- 1 12. A system for use in a digital communications network, comprising:  
2 means for converting a website into a Super Site, wherein the Super Site may  
3 be replicated;  
4 means for generating one or more Sub Sites from the Super Site; and  
5 means for configuring behaviors of the Sub Sites to match desired population  
6 segment characteristics.
- 1 13. The system of claim 12, wherein the Super Site is a template site used for  
2 replicating Sub Sites.
- 1 14. The system of claim 12, wherein segment characteristics include custom ticket  
2 delivery options, regulating queues, editing passenger name records, security  
3 settings for the Sub Site, travel policies, geographic policy administration,  
4 reason codes, system behavior for travel policy, authorization of individuals,  
5 air configurations, air contracts, car availability, car contracts, hotel display  
6 configuration, preferred hotel properties, hotel reference points, and market  
7 preferences.

1 15. The system of claim 12, wherein the means for generating Sub Sites further  
2 comprises means for copying data records from a database for the Super Site  
3 into the Sub Site.

1 16. The system of claim 12, further comprising means for reflecting automatically  
2 changes made to the Super Site in the Sub Sites.

1 17. The system of claim 12, further comprising means for reflecting automatically  
2 changes made to one Sub Site on one or more Sub Sites.

1 18. The system of claim 12, further comprising means for sending automatically  
2 an electronic mail notification to one or more administrators that a Super Site  
3 or Sub Site has been changed.

1 19. The system of claim 12, further comprising means for directing a user straight  
2 to a Sub Site on which the user is a registered user.

1 20. The system of claim 12, further comprising means for allowing a user to  
2 transfer from a first Sub Site to a second Sub Site.

1 21. The system of claim 12, further comprising means for allowing a user to  
2 transfer from the Super Site to a Sub Site.



1 22. The system of claim 12, wherein the Sub Sites are accessed from a universal  
2 record locator that is common to the Sub Sites.

1 23. A computer readable medium having stored thereon a plurality of  
2 instructions, said plurality of instructions when executed by a computer,  
3 cause said computer to perform:  
4 converting a website into a Super Site, wherein the Super Site may be  
5 replicated;  
6 generating one or more Sub Sites from the Super Site; and  
7 configuring behaviors of the Sub Sites to match desired population segment  
8 characteristics.

1 24. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions for generating Sub Sites when  
3 executed by a computer, cause said computer to further perform copying  
4 data records from a database for the Super Site into the Sub Site.

1 25. The computer-readable medium of claim 23 having stored thereon-additional  
2 instructions, said additional instructions when executed by a computer, cause  
3 said computer to further perform reflecting automatically changes made to  
4 the Super Site in the Sub Sites.

1 26. The computer-readable medium of claim 23 having stored thereon  
2 additional instructions, said additional instructions when executed by a

3 computer, cause said computer to further perform reflecting automatically  
4 changes made to one Sub Site on one or more Sub Sites.

1 27. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer, cause  
3 said computer to further perform sending automatically an electronic mail  
4 notification to one or more administrators that a Super Site or Sub Site has  
5 been changed.

1 28. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer  
3 comprises, cause said computer to further perform directing a user straight to  
4 a Sub Site on which the user is a registered user.

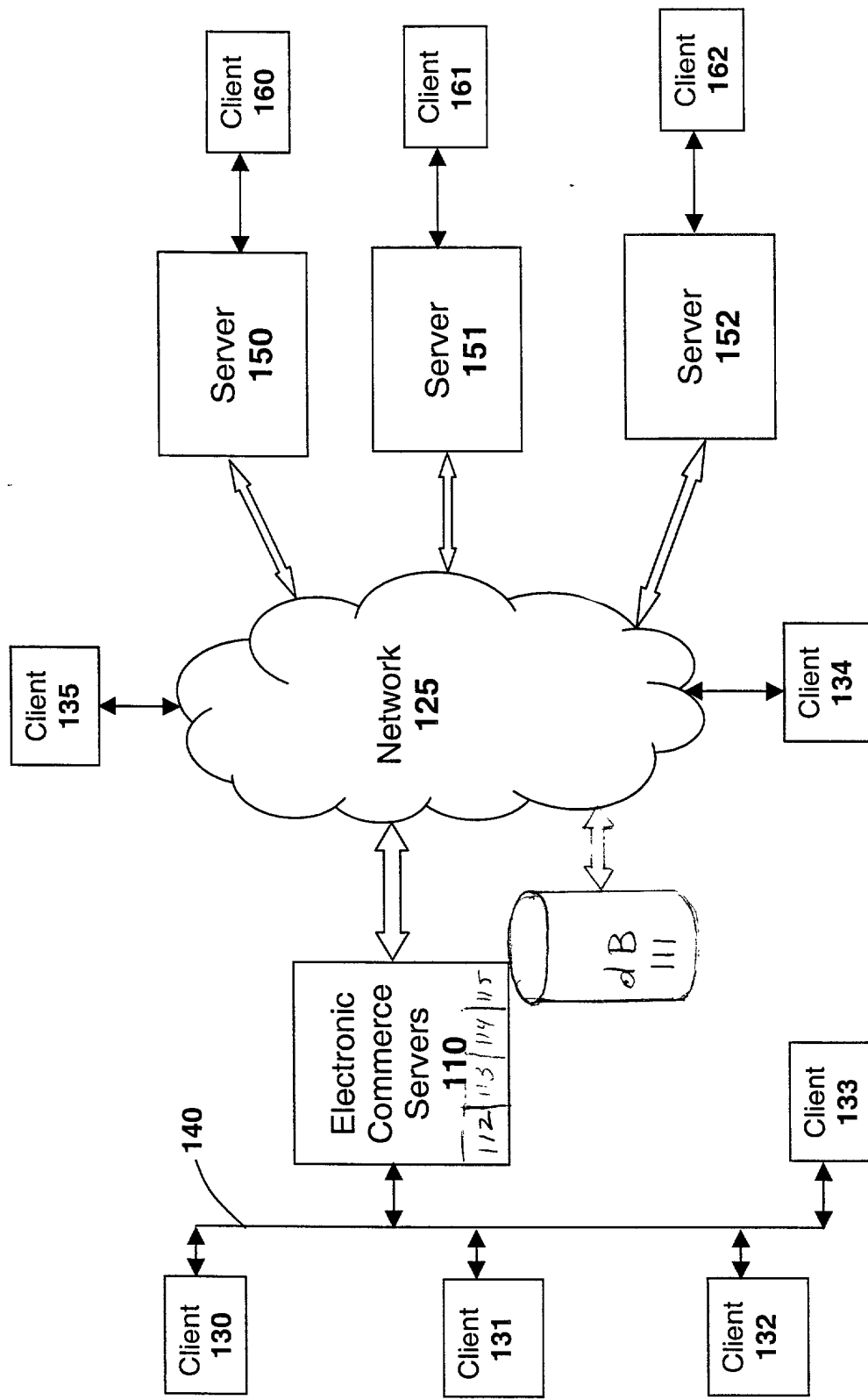
1 29. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer, cause  
3 said computer to further perform allowing a user to transfer from a first Sub  
4 Site to a second Sub Site.

1 30. The computer-readable medium of claim 23 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer, cause  
3 said computer to further perform allowing a user to transfer from the Super  
4 Site to a Sub Site.

## ABSTRACT

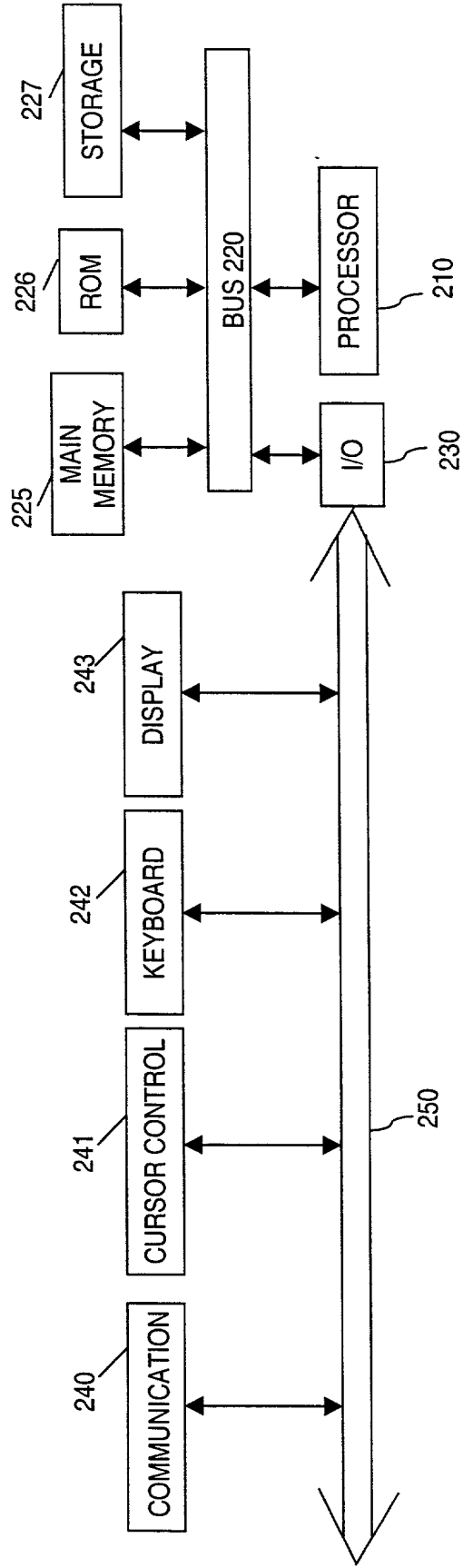
A computer-implemented method is disclosed for replicating Websites in a digital network. The method comprises converting a website into a Super Site, wherein the Super Site may be replicated. One or more Sub Sites is generated from the Super Site. The behaviors of the Sub Sites are configured to match desired population segment characteristics.

004701.P002



**FIG. 1**

200



**FIG. 2**

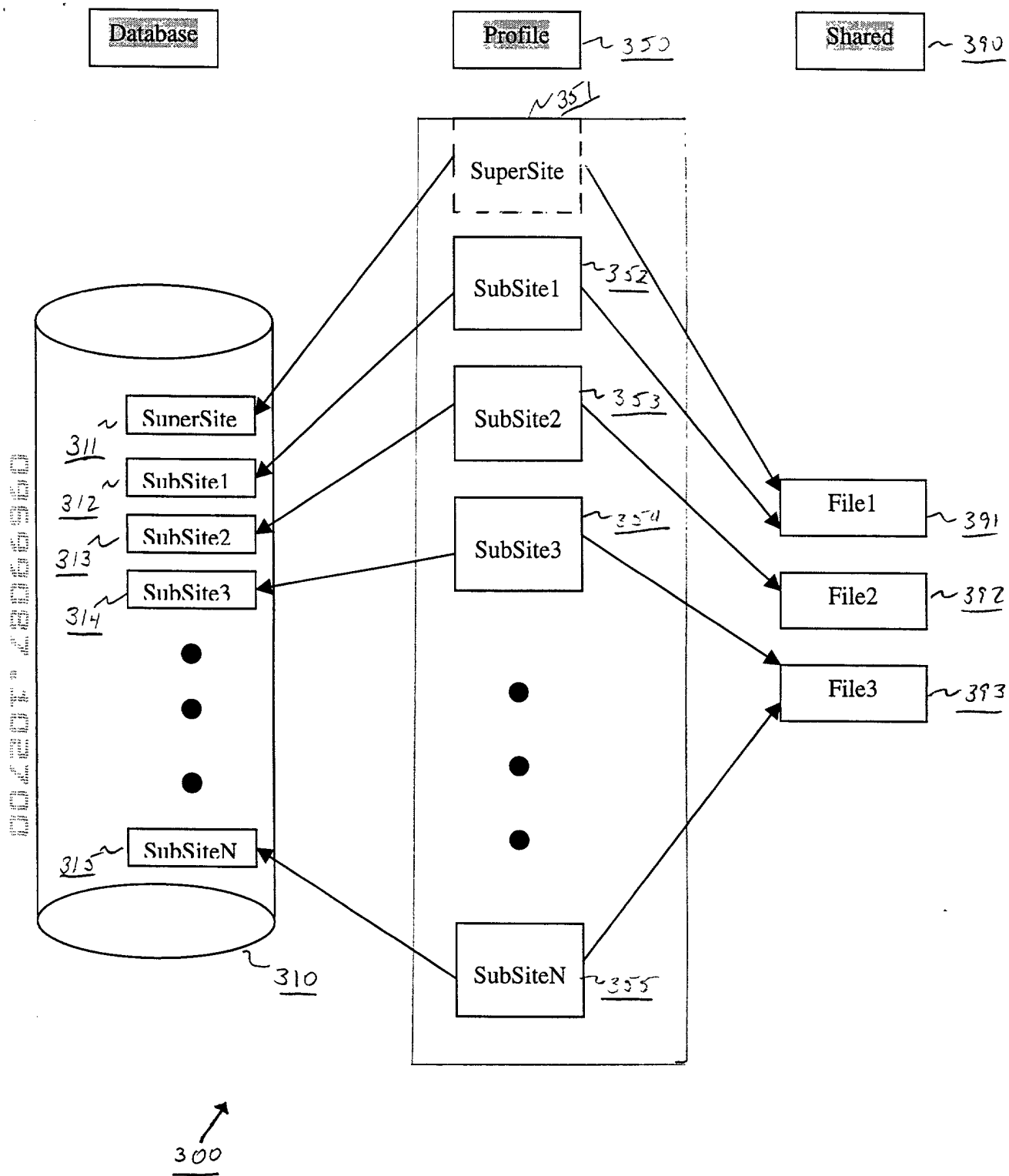


FIG. 3

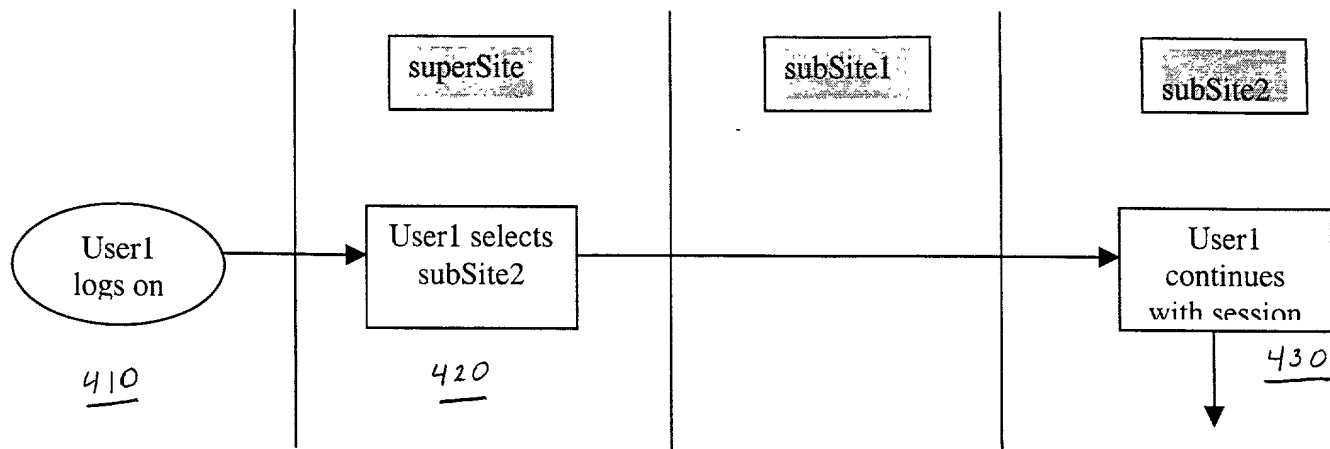


FIG. 4

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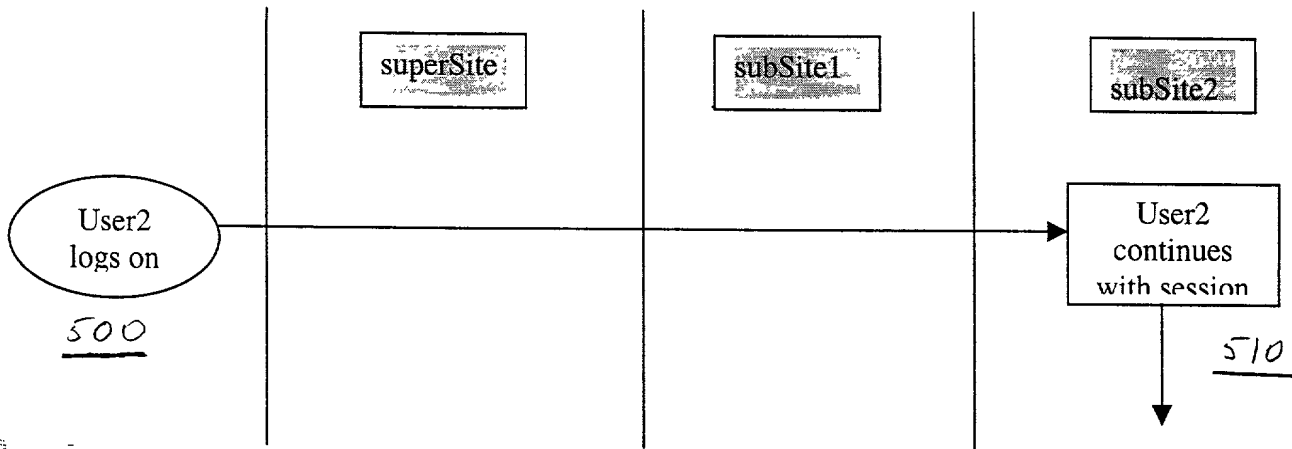


FIG. 5



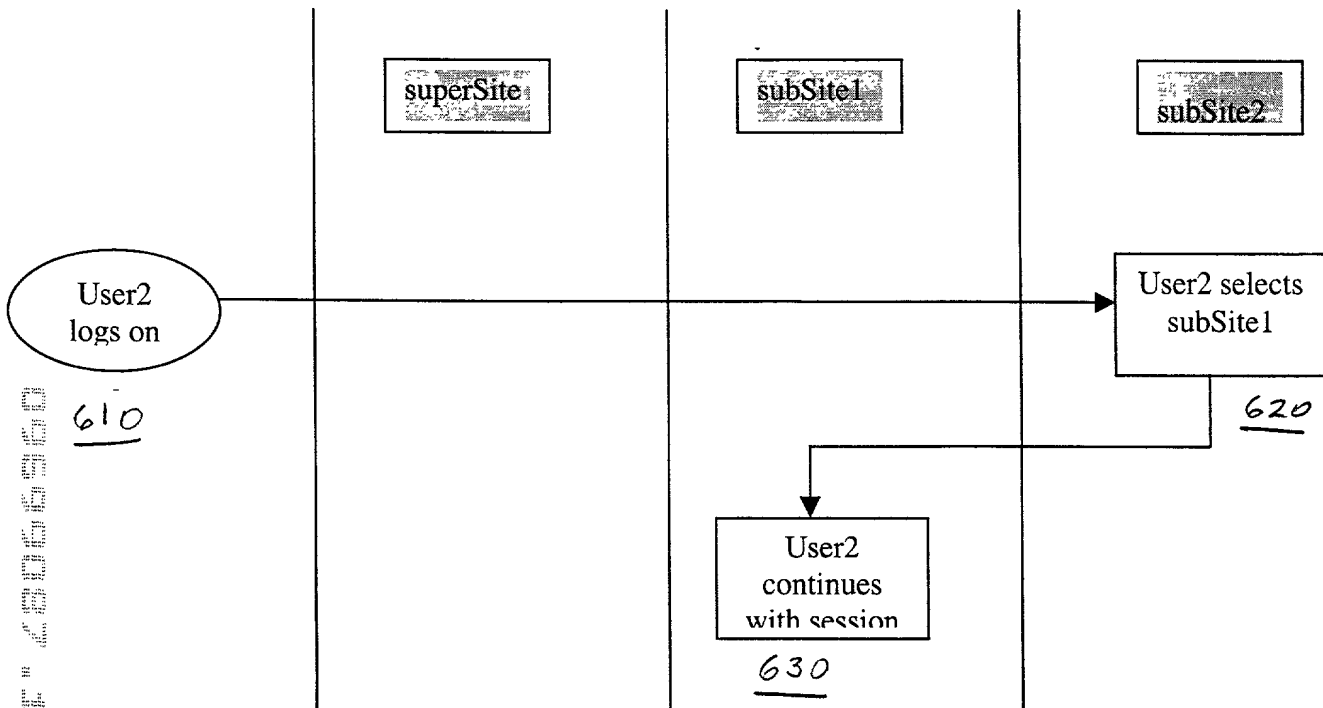


FIG. 6

DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first, and sole inventor (if only one name is listed below) or an original, first, and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

A SYSTEM AND METHOD FOR REPLICATING WEB-SITES

the specification of which

  x   is attached hereto.  
       was filed on (MM/DD/YYYY) \_\_\_\_\_ as  
United States Application Number \_\_\_\_\_  
or PCT International Application Number \_\_\_\_\_  
and was amended on (MM/DD/YYYY) \_\_\_\_\_.  
(if applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment referred to above. I do not know and do not believe that the claimed invention was ever known or used in the United States of America before my invention thereof, or patented or described in any printed publication in any country before my invention thereof or more than one year prior to this application, that the same was not in public use or on sale in the United States of America more than one year prior to this application, and that the invention has not been patented or made the subject of an inventor's certificate issued before the date of this application in any country foreign to the United States of America on an application filed by me or my legal representatives or assigns more than twelve months (for a utility patent application) or six months (for a design patent application) prior to this application.

I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d), of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

002337 2605560

<u>Prior Foreign Application(s)</u>			<u>Priority Claimed</u>	
_____ (Number)	_____ (Country)	_____ (Foreign Filing Date - MM/DD/YYYY)	Yes	No
_____ (Number)	_____ (Country)	_____ (Foreign Filing Date - MM/DD/YYYY)	Yes	No
_____ (Number)	_____ (Country)	_____ (Foreign Filing Date - MM/DD/YYYY)	Yes	No

I hereby claim the benefit under title 35, United States Code, Section 119(e) of any United States provisional application(s) listed below:

_____ (Application Number)	_____ (Filing Date – MM/DD/YYYY)
_____ (Application Number)	_____ (Filing Date – MM/DD/YYYY)

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

_____ (Application Number)	_____ (Filing Date – MM/DD/YYYY)	_____ (Status -- patented, pending, abandoned)
_____ (Application Number)	_____ (Filing Date – MM/DD/YYYY)	_____ (Status -- patented, pending, abandoned)

I hereby appoint the persons listed on Appendix A hereto (which is incorporated by reference and a part of this document) as my respective patent attorneys and patent agents, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.

Send correspondence to Sanjeet K. Dutta, **BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP, 12400 Wilshire Boulevard 7th Floor, Los Angeles, California 90025 and direct telephone calls to** Sanjeet K. Dutta, **(408) 720-8300.**  
 (Name of Attorney or Agent)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Sole/First Inventor Jerome Chen

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Residence \_\_\_\_\_ Citizenship \_\_\_\_\_  
(City, State) (Country)

Post Office Address \_\_\_\_\_  
\_\_\_\_\_

Full Name of Second/Joint Inventor Nancy Slater

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Residence \_\_\_\_\_ Citizenship \_\_\_\_\_  
(City, State) (Country)

Post Office Address \_\_\_\_\_  
\_\_\_\_\_

Full Name of Third/Joint Inventor \_\_\_\_\_

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Residence \_\_\_\_\_ Citizenship \_\_\_\_\_  
(City, State) (Country)

Post Office Address \_\_\_\_\_  
\_\_\_\_\_

Full Name of Fourth/Joint Inventor \_\_\_\_\_

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Residence \_\_\_\_\_ Citizenship \_\_\_\_\_  
(City, State) (Country)

Post Office Address \_\_\_\_\_  
\_\_\_\_\_

## APPENDIX A

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## APPENDIX B

### Title 37, Code of Federal Regulations, Section 1.56 Duty to Disclose Information Material to Patentability

(a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is cancelled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is cancelled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:

(1) Prior art cited in search reports of a foreign patent office in a counterpart application, and

(2) The closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

(b) Under this section, information is material to patentability when it is not cumulative to information already of record or being made of record in the application, and

(1) It establishes, by itself or in combination with other information, a prima facie case of unpatentability of a claim; or

(2) It refutes, or is inconsistent with, a position the applicant takes in:

(i) Opposing an argument of unpatentability relied on by the Office, or

(ii) Asserting an argument of patentability.

A prima facie case of unpatentability is established when the information compels a conclusion that a claim is unpatentable under the preponderance of evidence, burden-of-proof standard, giving each term in the claim its broadest reasonable construction consistent with the specification, and before any consideration is given to evidence which may be submitted in an attempt to establish a contrary conclusion of patentability.

(c) Individuals associated with the filing or prosecution of a patent application within the meaning of this section are:

(1) Each inventor named in the application;

(2) Each attorney or agent who prepares or prosecutes the application; and

(3) Every other person who is substantively involved in the preparation or prosecution of the application and who is associated with the inventor, with the assignee or with anyone to whom there is an obligation to assign the application.

(d) Individuals other than the attorney, agent or inventor may comply with this section by disclosing information to the attorney, agent, or inventor.